



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
Office of the Director

DCCA News Release

LINDA LINGLE
GOVERNOR

LAWRENCE M. REIFURTH
DIRECTOR
Phone: (808) 586-2850
Fax: (808) 586-2856

FOR IMMEDIATE RELEASE: September 14, 2007

DCCA LAUNCHES 2007-2008 LIFESMARTS CONSUMER EDUCATION COMPETITION FOR HAWAII TEENS

HONOLULU – The Department of Commerce and Consumer Affairs (DCCA) announces the start of the 2007-2008 LifeSmarts Competition.

LifeSmarts is a free consumer education competition open to teens in grades 9-12. The competition tests students on their knowledge of personal finance, health and safety, the environment, technology, and consumer rights and responsibilities.

Teams may sign up and compete online from September 17, 2007 to January 20, 2008 (11 pm EST). At the end of the online competition, the top scoring teams will be invited to compete at the state competition to be held in Honolulu on March 1, 2008. The winning team will go on to represent Hawaii at the national competition in Minneapolis, Minnesota, April 12-15, 2008.

“LifeSmarts provides teens with the opportunity to learn critical life skills,” said DCCA Director Larry Reifurth. “Students who participate in the competition will have a better understanding of their consumer rights and responsibilities.”

“LifeSmarts will complement any high school curriculum and can be used as a learning activity for classes, groups, clubs, and community organizations,” explained LifeSmarts State Coordinator Jackie Choy.

Coaches may enter more than one team; however, only one team from each school or organization may qualify for the state competition. All teams must have an adult sponsor or coach to participate.

Registration may be done online at www.lifesmarts.org. Anyone interested in forming a team or becoming a sponsor should contact LifeSmarts State Coordinator Jackie Choy at 586-2760 for more information or for a free coach's guide.

LifeSmarts is sponsored by DCCA and is run by the National Consumers League. Local partners include the Better Business Bureau of Hawaii (BBB) and the Hawaii Credit Union League.

###

For more information, contact:
Christine Hirasa
Public Information Officer
Phone: 586-2622
Email: chirasa@dcca.hawaii.gov